

QFINANCE- THE LAUNCH OF THE ULTIMATE FINANCIAL INFORMATION RESOURCE

QFINANCE – The Ultimate Resource website and book for the banking and capital markets industry

Sept. 30, 2009... QFINANCE.com, an online financial resource and knowledge bank launched today by Bloomsbury Publishing in partnership with the Qatar Financial Centre (QFC) Authority, is a unique and definitive guide and reference to best practice in the world of finance. Focused on practicality and thought leadership rather than theory, it offers those working in banking and capital markets a one-stop best practice and thought leadership knowledge bank.

The free access website at www.qfinance.com offers users the opportunity to view contributions from 300 of the world's leading financial practitioners, visionaries, writers and educators on the crucial issues and challenges facing finance managers, entrepreneurs and business executives today. QFINANCE is also available as a reference book, which will be updated annually, and sold through leading bookstores world-wide.

It includes best practice guidance and insights on financial markets looking at a variety of subjects ranging from risk management, transparency and regulation, to asset price bubbles and conflicts of interest.

Commenting , Vishal Vedi, Partner, Financial Services Advisory Practice, Deloitte and contributor to QFINANCE, said,

"The global financial crisis has changed the banking industry fundamentally and permanently and the banks that will emerge strongest from the crisis are already planning how to adapt their strategy to the new business, capital and regulatory environment that is emerging from the turmoil. A key determinant for success will be the quality and insight of risk analysis and how well risk awareness is built into governance, decision-making and incentive policies. It is therefore vital that key industry players are fully up to speed on the latest thinking and best practice on risk management, governance and regulations."

Commenting on the website, Sir Howard Davies, Director, LSE and contributor to QFINANCE said, "The events of the last two years have shown very clearly that financial systems are not infallible and when they do fail, they can do so on a global scale. Students of business and finance must understand the context of the financial crisis, the questions being asked surrounding the thinking and practices of finance professionals, and the lessons that must be learned from bad, and more importantly, from best practice. New ideas need to be shared globally and students form a vital part of this discourse. QFINANCE aims to provide a global forum in which best practice can flourish and new ideas and approaches to finance can emerge."

To ensure the QFINANCE free access website will continue to be a vital and relevant resource, the content will be updated daily. This will include new best practice/checklist material, newsletters, blogs and key finance-related concepts.

Examples of contributors from the banking and capital markets industry include:

- Jean-Claude Trichet, President of the ECB
- Brian Reading, Director, Lombard Street Research
- Angela Knight CBE, Chief Executive of the British Bankers Association
- Jim Rogers, co-founder of the Quantum Fund with George Soros
- Michael J. Panzner, a 25-year veteran of the global stock, bond, and currency markets who has worked for HSBC, Soros Funds, ABN Amro, Dresdner Bank, and JP Morgan Chase

Stuart Pearce, CEO and Director General at the QFC Authority, said: "The QFC

Authority agreed to partner with Bloomsbury Publishing in creating QFINANCE because of Bloomsbury's exemplary record in publishing major reference titles, and because QFINANCE demonstrates the core development principles that Qatar embraces as a nation. It is *progressive* in that gives the world a finance platform of knowledge that until now does not exist in one place anywhere else. It is *reliable* in that those who have contributed to QFINANCE are all recognised as experts in their respective fields. And it is *educational*, to ensure that this and future generations have the best sources of learning at their disposal. The adoption of best practice is a central pillar of the QFC's role in Qatar, and this project also demonstrates our commitment to best practice on a global scale".

Commenting on the QFC partnership, Nigel Newton, Chief Executive Officer, Bloomsbury, said, "QFINANCE is Bloomsbury's first project with the Qatar Finance Centre Authority. We are delighted to have worked with them to create this online and print knowledge resource based on best practice for finance professionals around the globe. In the Middle East the book will be published by Bloomsbury Qatar Foundation Publishing, Bloomsbury's new venture with the Education Institution, the Qatar Foundation."

QFINANCE provides:

- A database of over 2 million words, covering a huge range of finance-related topics, with over 280 best-practice, thought-leadership and viewpoint essays that distil and summarise the most important aspects of finance.
- Over 300 supplementary "how to" guides covering the everyday challenges facing the finance professional
- A directory of 60 topics containing essential resources globally, from behavioural finance to budgeting
- 103 countries and 26 sectors profiled, providing essential primary research resource for direct or indirect investment
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- Biographies of 60 of the leading theorists and practitioners who helped create modern finance
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NOTES TO EDITORS

About QFINANCE

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The partnership to create QFINANCE was announced by the QFC Authority and Bloomsbury Publishing in September 2007. The project has been overseen by a Strategic Advisory Panel of leading practitioners and thinkers in the world of finance including, Jim O'Neill, head of Global Economic Research for Goldman Sachs, Sir John Stuttard, vice-chairman, PriceWaterhouseCoopers and Robert Gray, chairman, Debt Finance & Advisory at HSBC Bank.

To mark the launch of QFINANCE the Financial Times and CNBC are partnering with the QFC Authority in conferences in Doha on 30 September and 1 October, looking at the Future of Finance and focusing on some of the key topics covered in QFINANCE.

www.qfinance.com and <http://www.qfc.com.qa/output/QFINANCE-Film.aspx>

About the QFC Authority

The QFC Authority is the commercial, administrative and legislative body of the QFC which is responsible for driving its commercial strategy, developing its commercial laws and forging relationships with the global corporate community and other key institutions both within and outside of Qatar. The QFC is a financial and business centre established by the Government of Qatar and located in Doha. It has been designed to attract international financial services institutions and major multi-national corporations and to encourage participation in the growing market for financial services in Qatar and elsewhere in the region. The QFC operates to international standards and provides a first class legal and business infrastructure for those operating within the QFC. The QFC was created by Qatar Law No.(7) and has been open for business since 1 May 2005.

About Bloomsbury Publishing

Bloomsbury Publishing is one of the world's leading independent, publicly quoted publishing houses with a reputation for a high quality management team and a highly valuable portfolio of intellectual properties including the Encarta World English Dictionary, JK Rowling's Harry Potter, Margaret Atwood, John Irving, David Guterson and Ben Schott. Other databases include Who's Who, Whitaker's Almanack, Reed's Nautical Almanac, Black's Medical Dictionary, the Macmillan English Dictionary for Advanced Learners of English, Business: The Ultimate Resource and the RSPB Guide to Birds. (www.bloomsbury.com and www.bloomsbury-ir.co.uk)

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QFINANCE is aimed at all finance and business school students, as well as financial professionals, research institutes and business writers.

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Scott Moeller, Director, M&A Research Centre at the Cass Business School and contributor to QFINANCE added, "At business schools we are educating the business leaders of tomorrow, and at Cass Business School in London especially in the financial services industry, but learning doesn't stop here, it has to continue throughout life. QFINANCE should act as a resource to facilitate that lifetime learning in finance, acting both as a comprehensive reference tool to individuals at all stages in their career and as a thought-leadership platform. It should also be a very useful tool for executives striving for excellence in their professions and looking for a deeper and fresh understanding of the financial environment they are operating in and the potential risks they face."

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- Anthony Bolton, Fidelity (UK)
- Mark Mobius, Templeton
- Bob Swarup, The Pensions Corporation
- Andrew Milligan, Global Investment Strategist, Standard Life

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